

## STRATEGIC PLANNING AND ENTERPRISE TRANSFORMATION (J-5)

### MISSION:

Serves as the Strategic Planning and Enterprise Transformation Director for the Defense Logistics Agency (DLA).

## STRATEGY MANAGEMENT DIVISION (J-51)

### FUNCTIONS:

1. Serves as the Agency representative to DOD, Office of Management and Budget, Military Services and other Federal agencies for all enterprise transformation efforts and strategic initiatives. Monitors Department of Defense strategy, studies and projects having potential impact on DLA's mission and strategic plan..
2. Leads and manages the Strategy Review Group (SRG) in the development, integration and implementation of a comprehensive corporate strategic plan, incorporating Joint Vision 2020, knowledge-enabled logistics concepts and other emerging logistics initiatives that support the Agency's mission and vision.
3. Advises the DLA Director/Vice Director on the implementation of the DLA strategic plan and Agency transformational initiatives. Monitors all transformation efforts being pursued within the Agency and advises the Director.
4. Provides guidance and consultative assistance to DLA mission areas in the development and evaluation of their business and performance plans. Oversees the development of complimentary and supporting strategic plans. Develops and redirects, as needed, corporate planning policy; providing guidance and clarification to the DLA mission areas. Reviews and incorporates, as necessary, other DOD policy guidance having a planning dimension.
5. Provides leadership and advice to the Corporate Board for Enterprise Transformation. Chairs and oversees boards and committees relating to enterprise transformation and strategy management.
6. Leads DLA in the National Administration/DOD performance improvement management initiatives. Serves as Agency focus point for these initiatives and activities, including the routing of guidance, information, and direction, tracking and reporting progress and accomplishments. Facilitates performance management efforts throughout the Agency.
7. Fulfills the requirements of the Government Performance and Results Act (GPRA).
8. Responsible for enterprise training, educational opportunities and materials pertaining to the GPRA, National Administration, DOD performance improvement initiatives and the Balanced Scorecard.
9. Serves as the Secretariat for the Senior Strategy Council (SSC), including staff support for development and implementation of the strategic measures portfolio. Develops plans of action to guide the Agency in reviewing, clarifying and translating DLA's vision and strategy into meaningful measures that gauge the Agency's performance. Monitors the enterprise strategic measures and conducts periodic reviews of the strategic management system to ensure its integrity and refresh of the Agency's strategic guidance. Ensures senior

management focus on the critical few indicators that provide essential information to successfully implement the strategy and steadily move the Agency toward its vision.

10. Serves as process owner for the Enterprise Organizational Alignment (EOA). Administers the end-to-end policy for organizational change, from the conceptual design, governance structure, approval process, to oversight of the implementation of organizational alignment proposals.
11. Chairs the Enterprise Organizational Alignment Board (EOAB).
  - a. Schedules meeting dates, times, and location.
  - b. Develops agenda in coordination with the principals.
  - c. Coordinates the flow of pre-meeting information in sufficient time to provide EOAB members with adequate time to prepare for vote.
  - d. Documents action items, decisions, and minutes of each session.
12. Maintains the Agency's webpage of Enterprise-wide missions and functions statements and organizational chart for Headquarters (HQ) DLA and DLA Field Activities.
13. Owns and maintains content of the EOA Repository on the eWorkplace homepage.
14. Serves as the lead agent to the Vice Director in managing the overall Partners Group (PG) process. Is responsible for, but not limited to the following as it relates to the PG:
  - a. Works w/Senior Leaders to prepare concepts, approaches, and strategies to support PG.
  - b. Schedules meeting dates, times, and location.
  - c. Develops agenda in coordination with the Vice Director and principals.
  - d. Coordinates the flow of pre-meeting information in sufficient time to provide principals with adequate time to prepare for decision briefs.
  - e. Documents action items, decisions, and minutes of each session.
  - f. Establishes and maintains a document repository.

## STRATEGIC COMMUNICATIONS DIVISION (J-52)

1. Leads the reviews and coordinates as appropriate, the efforts of the DLA Director, Vice Director, Commanders, and Directors of the DLA Headquarters and Field Activities to inform the Military Services, industry, the general public, and professional organizations about Strategic DLA achievements, initiatives, policies, and programs.
2. Ensures the DLA Strategic Communications Plan reflects DLA's mission, goals, and objectives, and well integrated into daily operations. The plan will clearly articulate various audiences, targeted messages, and desired outcome.
3. Articulates the Agency's strategic communication approach -- with support from the DLA Public Affairs Office -- to DLA leadership and employees to enhance DLA visibility and external communication.
4. Directs implementation of strategic communication to ensure appropriate agency assets/offices communicate new DLA policies, programs, plans, and developments to the public, DLA personnel, other DOD organizations, and the Military Services. DLA Public Affairs will be the major implementer of the DLA Strategic Communication Plan.
5. Creates and welcomes opportunities to solicit ideas, feedback on issues raised by constituents/audiences.

6. Creates a working relationship/matrix of support with DLA Public Affairs to ensure proper coordination and implementation of the DLA Strategic Communication Plan.
7. Serves as DLA's premier provider of Strategic Visual Communication services for the DLA Enterprise on a reimbursable basis.
8. Provides Strategic Visual Communication services on a reimbursable basis to the DOD and other Federal Agencies.
9. Produces, shoots, and edits high-end video productions (documentary, informational, marketing, and training) for the integration into Change Management campaigns, Customer Outreach efforts, employee orientations, and Public Affairs releases.
10. Produces and provides broadcast DLA and DOD programming to The Pentagon Channel and the Armed Forces Network.
11. Strategizes with DLA's Senior Leaders and Program Managers on how to effectively incorporate video productions and podcasts to communicate information.
12. Serves as subject matter experts for the development of video productions, podcasts, and live video events.
13. Coordinates, produces, directs, and releases live video broadcasts.
14. Provides videotaping services for events (conferences, classes, and retirements).
15. Initiates and develops video campaigns for significant DLA success stories that include DLA personnel and programs.
16. Manages the release of videos and podcasts over DLA's websites by controlling video content on servers and preparing visual content to be released in an internet ready format.
17. Manages DLA stock footage library.
18. Provides DVD authoring, CD, and videotape duplication services.
19. Provides video captioning services prior to the release of any video production.
20. Represents DLA on the Department of Defense (DOD) Production Managers Group.
21. Provides support in the areas of business planning, financial management, and budget formulation for J-5.
22. Manages the J-5 operating budgets. Develop and review integrated operational resource requirements.
23. Provides input to J-8 for Program Budget Review (PBR) documents. Works with J-8 customer support representative to develop and coordinate PBR requirements, budget planning, formulation, and execution.
24. Develops, defends, implements, and manages an integrated resource plan for J-5 and provides to the J-8 customer support representative, to include budget requirements and authorization for staffing and high-grade requirements.
25. Coordinate and integrate the J-5 requirements into a long range, executable plan.
26. Assists J-8 customer support representative in explaining financial execution issues in various Agency review forums

#### CONTINUOUS PROCESS IMPROVEMENTS DIVISION (J-53)

1. Develops the strategy, concept of operations, and policy for the DLA's Enterprise-wide deployment and oversees implementation of all Continuous Process Improvement (CPI) initiatives.
2. Acts as the principal staff advisor to DLA senior leaders on all issues related to CPI.

3. Develops and promulgates strategy, concept of operations, plan of actions and milestones, and policy guidance for DLA's Enterprise-wide CPI deployment and implementation.
4. Guides CPI activities through establishment of clear, obtainable DLA Enterprise goals and objectives for continuous process improvement.
5. Arranges, coordinates, and oversees CPI training and certification across the DLA Enterprise (e.g., Champion/Sponsor, Green Belt, Black Belt, and Master Black Belt).
6. Develops criteria for DLA CPI project selection and criteria for measuring project success for approval by the CPI Executive Committee and/or PG.
7. Identifies, prioritizes, and recommends potential projects for the CPI Executive Committee and/or PG approval.
8. Tracks status and maintains oversight of all DLA CPI projects, and provides progress updates to the CPI Executive Board.
9. Provides DLA representation to DOD, Joint Service, and DOD/Industry CPI, and CPI Executive Steering Groups, working groups, and integrated process teams.
10. Chairs the DLA CPI Board with members from HQ DLA J-Codes/Offices and the DLA FAs.